



Pahang varsity develops halal serum to promote fur growth in pets

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For the love of their cats or dogs, many owners will not mind spending a fortune to ensure that their beloved pets will look beautiful and furry.

However, hair loss problem seems to be inevitable.

In a bid to solve the problem, a researcher from Universiti Malaysia Pahang (UMP) Faculty of Industrial Science and Technology – Dr Nina Suhaity Azmi, 38 – came out with a product called Dr. Fur, which is a serum to promote hair growth in pets.

She said the serum, which is a result of a four-year research completed last year, could help prevent hair loss and promote hair growth in pets – such as cats and dogs.

“Almost all products to prevent hair loss and promote hair growth in pets available in the market were formulated with a special active ingredient called glycosaminoglycans (GAGs) which derives from a non-halal source.

“This fact prompted me to carry out the research and come out with this serum using GAGs from an easily obtained marine source, which is also halal.”

Dr Nina said the cost to extract the GAGs from the marine source was relatively lower, but it could produce high quality GAGs – which would enable the product to be sold at a more competitive price.

She said lab tests and feedback received from respondents selected to try the product revealed it really could achieve the desired purpose.

“There are three phases in hair growth cycle, namely the active growth phase (anagen), transitional phase (catagen) and resting phase (telogen).

“The serum contains mucopolysaccharide which functions to facilitate the Anagen dan Catagen phases, and directly promote hair growth,” said the researcher who had previously came out with a serum to prevent hair loss.

She said the serum was produced with cooperation from UMP collaboration partner, Zastech PLT, a company set up under the techno-symbiosis entrepreneurship programme under the purview of Malaysian Technology Development Corporation (MTDC).

Zastech PLT had also received CRDF1 fund from the MTDC to commercialise the Dr. Fur serum, which had been recognised locally and internationally – including at the Seoul International Invention Fair (SIIF) 2015; International Invention, Innovation & Technology Exposition 2015; and UMP Creation, Innovation,

Technology & Research Exposition.

“The product will be improved from time to time according to the market demand and requirements.

“In the meantime, we are also looking into the possibility to produce other products related to the serum to ensure sustainable product commercialisation.”

– *Bernama*

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